

# HPOG Community: Social Media Tools User Guide

Version 2 – October 29, 2012



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*Follow each step to support your path to success with Social Media Tools!*

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# 1. Logging In

Follow these steps to login to the Social Media Tools site:

1. If you have not done so already, go the HPOG Community Website's homepage and click on the arrow entitled "[Register for Social Media](#)" to submit your request to register. Soon thereafter, you will receive you Username and Password.
2. Go to the [Social Media Tools site](#) by either going to the HPOG Community Website's homepage and clicking on the arrow entitled "[Login to Social Media](#)," or go up to the upper right-hand side of the homepage and click on the "[Login](#)" button.
3. Enter your Username and Password.
4. Contact [HPOGsupport@pep8a.com](mailto:HPOGsupport@pep8a.com) if you require any further assistance with logging in.

# 2. Navigation

My Site My Newsfeed My Content My Profile Lookout Return to HPOG Community Global Campaigns Find People ? Jaime Ramirez

Activity Stream

Add Post Ask a Question Private Message

1900 characters remaining

Post

Getting Started

7 8 9 | Microblog 10

Microblog Back | Restart Skip

Communities

View All Communities

My Newsfeed Show: My Newsfeed

Stacia Thompson: Preparing for our 2nd Employer Roundtable Breakfast!!! SO EXCITED!!  
about 21 hours ago Like Comment Follow-up More

Tressa Dorsey: That's great! I want to hear all about it. I know the last one was a great success, love you are doing to help momentum to keep the employers coming back. Strong work!  
about 19 hours ago Like

Stacia Thompson: PPR finished, awaiting signature. So much easier with PRS  
4 days ago Like Comment Follow-up More

Stan Koutstaal: I'm impressed. Way to go!  
4 days ago Like

Stacia Thompson: With most of the data in PRS, it makes it an easy process, and making sure my staff keeps PRS updated helps tremendously!!  
3 days ago Like  
Blair Corcoran likes this.

Stan Koutstaal: Jan Yoshiwara of the Washington State Board for Community and Technical Colleges (SBCTC) was recently a part of a panel presentation about career pathways. One of the things that was striking to me was how #data and #evaluation seemed to strongly inform their decision-making. For example they knew that:  
\*A lot of Adult Basic Education (ABE) students were enrolling in classes hoping it would lead to a better job but only 4...

Use the ribbon and links at the top of page to navigate to the main areas of the site:

1. *My Site/My Newsfeed*
2. *My Content*
3. *My Profile*
4. *Lookout*
5. *Return to HPOG Community*
6. *Global Campaigns*
7. *Find People*
8. *'?' (Help Menu)*
9. *User Menu Options*

# 3. Getting Started

**My Site** My Newsfeed My Profile Return to HPOG Community Global Campaigns Find People hpog\jramirez

**Activity Stream**

Add Post Ask a Question Private Message

What are you working on?

1876 characters remaining

**Getting Started**

1 | Add Profile Picture 2 3 4 5

**Add Profile Picture** Skip

**Communities**

View All Communities

**My Communities**

Go to my communities Go

**Recommended Communities**

**Find Communities**

**IDEA**

hpog\jramirez: Submitted an Idea in @[Project Director Conference Track Ideas: Test 2]: Conference Topic Idea: How to Keep My Team Engaged!

a day ago Follow-up More

Next, go to *My Site/My Newsfeed* and use the *Getting Started* feature. This tutorial will walk you through the steps to set up your user profile and show you how to use basic features such as posting comments, adding Colleagues, and more. It is strongly recommended that you work through each step in the tutorial, one by one, before you begin exploring other features of the Social Media Tools site.

Helpful Tip #1: Click on the link for step 1: *Add Profile Picture*, to activate the step.

Helpful Tip #2: Have a profile picture of yourself saved to your computer for easy access to complete step 1: *Add Profile Picture*.

# 4. Manage My Profile

**My Site** My Newsfeed My Content **My Profile** Return to HPOG Community Global Campaigns Find People

View My Profile as seen by: Everyone

6:36 AM

What's happening?

**Jaime Ramirez**

California

Past projects : Federal Government Partner Projects

Skills : Federal Government Partner Projects

Schools : Organization Effectiveness

Interests : Business process improvement

Affiliation Type : Affiliated with HPOG Program Office

Name of Organization : Performance Excellence Partners

Role at Organization : Contractor Partner

Type of Organization : Other (please specify)

Other Type of Organization : Contractor Partner

⬆ Hide information

[Edit My Profile](#)

Libraries **Overview** Organization Content Tags and Notes Colleagues Memberships

Now that you have completed the *Getting Started* tutorial and have set up your user profile, you can view and manage your profile information by navigating to *My Profile*.

Use the *Edit My Profile* link to make updates and changes to your profile information (explained on the next page of this guide).

Helpful Tip #1: Click on the *Show More/Hide Information* link to view a summary of your profile.

Use these tabs to view and manage different information associated with your profile.

# 4. Edit My Profile

[My Site](#) [My Newsfeed](#) [My Profile](#) [Return to HPOG Community](#) [Global Campaigns](#)


Browse

Save and Close [Cancel and Go Back](#)

\* Indicates a required field

Indicates a field that is updated automatically from the corporate directory. Changes to these properties may be lost.

### Basic Information

		Show To
Account name:	hpog\jramirez	Everyone
Name:	hpog\jramirez	Everyone
About me:	<div><p>Jaime Ramirez is an HPOG contractor partner with Performance Excellence Partners and excited to assist the HPOG community with social media!</p></div> <p>Provide a personal description expressing what you would like others to know about you.</p>	Everyone
Picture:	<div><div><a href="#">Choose Picture</a> <a href="#">Remove</a></div></div> <p>Upload a picture to help others easily recognize you at meetings and events.</p>	Everyone

Go to **My Profile > Edit My Profile**. View/edit each of the text fields and feature options to modify your profile accordingly.



# 5. Connecting With Colleagues

The screenshot shows the HPOG Community interface. At the top, there's a navigation bar with links: My Site, My Newsfeed, My Content, My Profile, Return to HPOG Community, Global Campaigns, and a Find People search bar. Below this, a user profile is visible with a photo, name, and location (California). A green arrow points from the 'Colleagues' tab in the navigation bar to the 'Add Colleagues' button in the main content area. The 'Add Colleagues' window is open, showing a list of colleagues with checkboxes and profile pictures. A green arrow points from the 'address book icon button' in the window to a helpful tip.

My Site My Newsfeed My Content My Profile Return to HPOG Community Global Campaigns Find People

California

Edit My Profile More information

Libraries Overview Organization Content Tags and Notes Colleagues Memberships

Add Colleagues Edit Colleagues Remove Colleagues

Name ↑ Show To My Team

**Add Colleagues**

Colleagues

Identify the people you know or work with as colleagues.

Everyone

Blair Corcoran

Brian Holland

Helpful Tip #1: In the Add Colleagues window, click the *address book icon button* to search for colleague names.

Go to *My Profile* > *Colleagues* tab. Here you can add colleagues to your list and view colleague profiles.

To do this, use the *Add Colleagues* feature and work through the steps.



# 6. Sharing Information

Add a Post

Ask a Question

Private Message

There are multiple ways to share information with colleagues through *My Newsfeed Activity Stream*, including *Add Post*, *Ask a Question*, *Private Message*, and more.

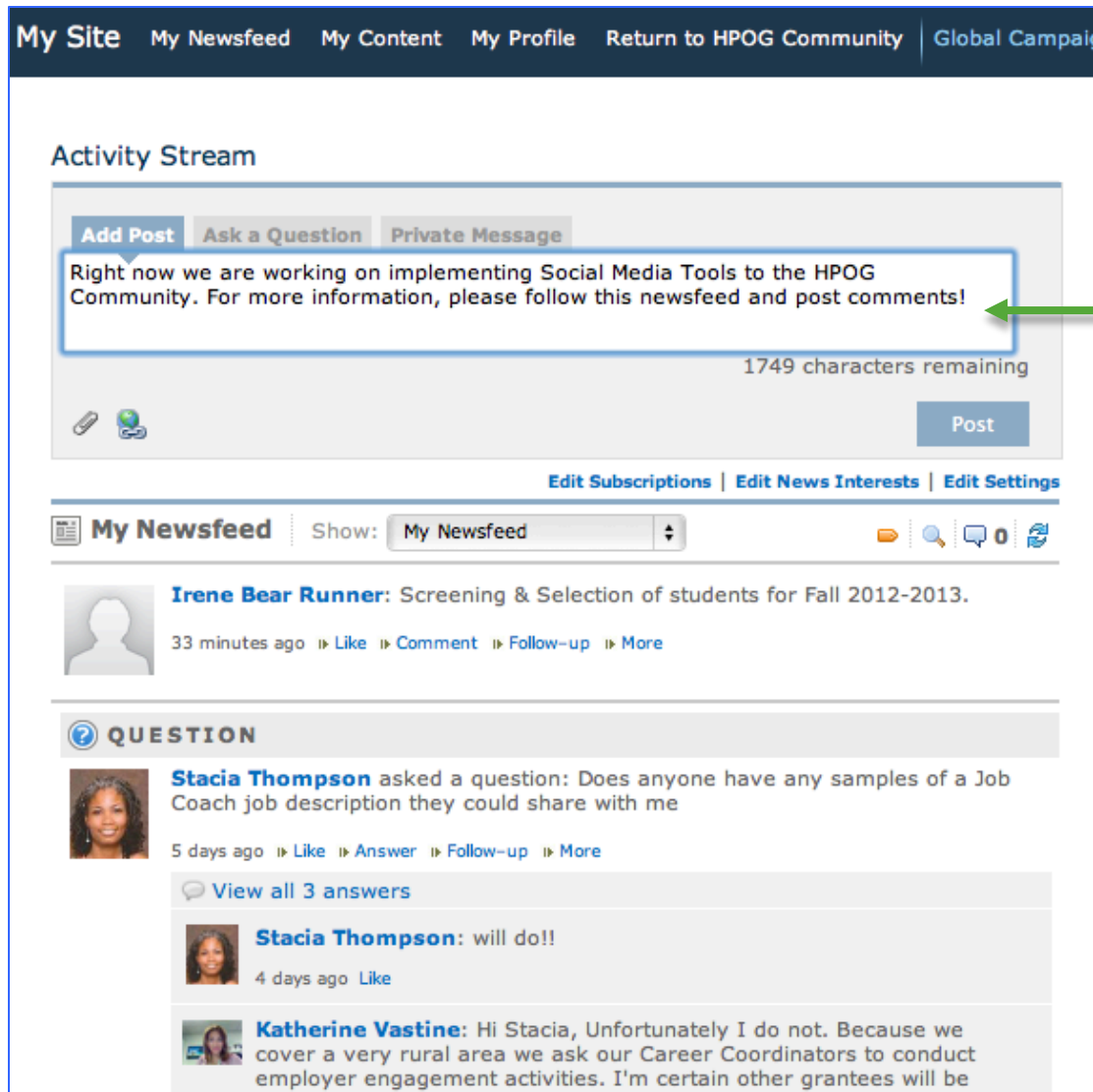
The screenshot displays the HPOG community interface. At the top, a navigation bar includes links for 'My Site', 'My Newsfeed', 'My Profile', 'Return to HPOG Community', 'Global Campaigns', and a search bar labeled 'Find People'. Below this, the 'Activity Stream' section features three buttons: 'Add Post', 'Ask a Question', and 'Private Message'. A text input field below these buttons contains the placeholder text 'What are you working on?' and a character count '1876 characters remaining'. To the right of the 'Add Post' button is a 'Post' button. Below the 'Activity Stream' section, the 'My Newsfeed' section is visible. It includes a dropdown menu for 'Show:' currently set to 'My Newsfeed'. A list of newsfeed items follows, including a post from 'hpog\jramirez' about following community employment, a post about the 'Idea Campaign Project Director Conference', and a post from 'hpog\jramirez' about submitting an idea. At the bottom, a post from 'Blair Corcoran' is visible. A sidebar on the right side of the 'My Newsfeed' section contains a list of filters: 'My Newsfeed' (checked), 'My Activities', 'Top News', 'All Public Microblogs', 'Private Messages', 'Follow-up', 'Questions', 'Polls', 'My News Interests', 'Ideas', 'Earned Badges', 'Kudos', 'Videos', 'My Encoded Videos', and 'Colleagues'. Below the 'Colleagues' filter, a list of names is shown: 'Blair Corcoran', 'Brian Holland', and 'Brian Jones'. Green arrows point from the 'Add a Post', 'Ask a Question', and 'Private Message' buttons to their respective buttons in the 'Activity Stream' section. Another green arrow points from the 'My Newsfeed' filter in the sidebar to the 'My Newsfeed' dropdown menu in the main content area.

Helpful Tip #1: Use the *newsfeed filter button* to select different ways to view newsfeed information.

Helpful Tip #2: Click *My Newsfeed* to view your activity and your Colleagues' activity. Only the activity of Colleagues you have added to your list (in *My Profile > Colleagues*) will show up here.

Helpful Tip #3: Click *All Public Microblogs* to view all activity on the site, even if people are not on your Colleagues list– this can also assist you in identifying Colleagues you may want to add to your list.

## 6. Sharing Information (cont)



The screenshot shows the HPOG Community website interface. At the top is a navigation bar with links: My Site, My Newsfeed, My Content, My Profile, Return to HPOG Community, and Global Campaign. Below this is the 'Activity Stream' section. It features a post creation box with tabs for 'Add Post', 'Ask a Question', and 'Private Message'. The 'Add Post' tab is active, showing a text input area with the message: 'Right now we are working on implementing Social Media Tools to the HPOG Community. For more information, please follow this newsfeed and post comments!'. A green arrow points to this text box. Below the text box is a character count '1749 characters remaining' and a 'Post' button. Below the post creation box are links for 'Edit Subscriptions', 'Edit News Interests', and 'Edit Settings'. The 'My Newsfeed' section is visible, showing a post by 'Irene Bear Runner' about 'Screening & Selection of students for Fall 2012-2013.' with options to Like, Comment, Follow-up, and More. Below this is a 'QUESTION' section with a post by 'Stacia Thompson' asking about job coach job descriptions. It shows 5 days ago and options to Like, Answer, Follow-up, and More. Below the question are three answers: 'View all 3 answers', 'Stacia Thompson: will do!!' (4 days ago, Like), and 'Katherine Vastine: Hi Stacia, Unfortunately I do not. Because we cover a very rural area we ask our Career Coordinators to conduct employer engagement activities. I'm certain other grantees will be'.

You are encouraged to submit relevant posts to the public newsfeed area to get conversations started, share ideas and best practices, and more! Participation in newsfeed dialogue helps the HPOG Community stay connected and supports information sharing.

To post, simply click in the text box, type in your message, and click the "Post" button.

# 7. Submitting Ideas

My Site My Newsfeed My Content My Profile Return to HPOG Community **Global Campaigns**

## Campaign Center

[View All Campaigns](#)

Show: All

Case Manager Track: Annual Meeting

Total Votes : 0

HPOG Ideas

Job Developer Track: Annual Meeting

Project Director Track Ideas: Annual Meeting

Go to *Global Campaigns*, select a campaign, enter ideas, vote on ideas, and view voting results to collaborate with others on various ideas, such as conference topics.

Helpful Tip #1: You will receive separate communications providing instructions and timelines for voting on Annual Meeting campaigns.

### Welcome to the Idea Campaign!

Use this idea campaign to collaborate on ideas for the next big thing!

[Submit an Idea](#)

Show: Newest Ideas



**Conference Topic Idea:  
How to Keep My Team  
Engaged!**

**TOTAL VOTES: 2**

Your votes: 0

Submitted by hpog\jramirez 3 days ago

Suggestions for keeping my team engaged with programs using team and communication techniques, as well as collaboration tools.

[Comment](#) // [View Comments \(1\)](#) // [View Details](#)

[Get better conference feed](#)

**TOTAL VOTES: 2**

# 8. Joining Communities

The screenshot shows the HPOG Communities interface. At the top, there is a navigation bar with links to 'HPOG Community', 'Global Campaigns', and a 'Find People' search bar. A green callout box at the top right says 'View All Communities'. On the left side, there is a sidebar with sections: 'Getting Started' (containing '1 | Add Profile Picture' and 'Add Profile Picture'), 'Communities' (containing 'View All Communities' with a green arrow pointing to the main list), and 'My Communities' (containing 'Go to my communities'). The main area is titled 'Community List' and features a table of communities. A green callout box on the left explains the process of joining communities. A green callout box at the bottom right provides helpful tips for joining communities.

Go to *My Site* > *Communities*. The easiest way to join Communities is to click *View All Communities*, then click *Follow* for each community you want to participate in.

View All Communities

Community List

Items Per Page: 10 Reset

	A	C	E	J	P	R	S	
	Assessment, Academic Advising and Academic Support							<a href="#">Follow</a>
	Case Manager Community							<a href="#">Stop Following</a>
	Education and Training							<a href="#">Stop Following</a>
	Employment and Employer Engagement							<a href="#">Stop Following</a>
	Evaluation							<a href="#">Stop Following</a>
	Job Developer Community							<a href="#">Stop Following</a>
	Program Director Community							<a href="#">Stop Following</a>
	Recruitment							<a href="#">Stop Following</a>
	Support Services							<a href="#">Stop Following</a>

Helpful Tip #1: It is recommended that you join all available Communities initially. By following the dialogue and content of each Community you will get a better understanding of which Communities you want to focus on.

Helpful Tip #2: Several of the Communities are designed to support Program Map component, such as *Support Services*, where you can learn how other grantees are delivering services, pose questions, and more.

# 8. Joining Communities (cont)

The screenshot shows the 'Getting Started' page of the HPOG Community. At the top, there's a navigation bar with 'Community', 'Global Campaigns', and a 'Find People' search bar. Below this is a 'Return to HPOG Community' link. The main content area has a 'Getting Started' section with a progress bar showing steps 14 through 18, with step 18 '@ Targeting' selected. Below the progress bar is a 'Communities' section with a 'View All Communities' link. Under 'My Communities', there is a dropdown menu with 'Go to my communities' selected and a 'Go' button. Below this is a 'Recommended Communities' section showing 'HPOG Public Community Demo' with 'Ignore' and 'Follow' options. At the bottom is a 'Find Communities' section with a search bar.

Once you have joined Communities at *My Site > Communities > View All Communities*, then you can use the *Go to my communities* feature to access each one by selecting the community name, then click the *Go* button.

*Go to My Communities*

This screenshot shows the 'Communities' page. It has a 'View All Communities' link. Under 'My Communities', there is a dropdown menu with 'Go to my communities' selected and a 'Go' button. The dropdown menu is open, showing a list of communities: 'Case Manager Community', 'Education and Training', 'Employment and Employer Engagement', and 'Program Director Community'. Below this is a 'Find Communities' section with a search bar.



# 8. Participating in Communities

To participate in a community, view *Community Members*, *Add Posts* and *Ask Questions* to share information relevant to members and the designated focus for the community.

The screenshot displays the 'Case Manager Community' interface. On the left, a sidebar contains links for 'Case Manager Community', 'Security: Public', 'Recycle Bin', and 'All Site Content'. The main content area features a 'What's New' section with a text input field for '@[Case Manager Community]:', buttons for 'Add Post' and 'Ask a Question', and a 'Post' button. A green arrow points from the top-left community icon to the 'Add Post' button. Another green arrow points from the top-right 'Community Members' link to the 'Community Members' section on the right. A third green arrow points from the top-center 'Overview' tab to the 'What's New' section. The right sidebar shows a grid of member avatars under the heading 'Community Members' and a 'See All Members' link at the bottom. The bottom of the page shows a 'Show: Newsfeed' dropdown and a message 'There are no items to display.'

# 9. Lookout – Personal Dashboard

Lookout is a new customizable interface with dashboard-like features that make it easier for you to personalize how you stay connected and participate in the site. The best way to get acquainted with Lookout is to use the *tour* feature, which will walk you through set up and key features.

The screenshot displays the Lookout Personal Dashboard. At the top is a navigation bar with links: My Site, My Newsfeed, My Content, My Profile, Lookout, Return to HPOG Community, Global Campaigns, and a search bar labeled 'Find People'. On the right of the navigation bar is a user profile for Jaime Ramirez. Below the navigation bar is a 'post' section with a text input field 'What are you working on?'. To the left is a sidebar with a 'add a tile' button and a list of dashboard tiles: my stream, profile setup (100%), recommendations (3), notifications, people (7), subjects, and communities (2). The main content area is divided into three columns: 'my stream' (showing posts from Stacia Thompson, Tressa Dorsey, and Stan Koutstaal), 'subjects' (showing a question from Jaime Ramirez and a post from Stacia Thompson), and 'people' (showing idea submissions from Jaime Ramirez and Cynthia McNair). Annotations include a green arrow pointing from the text box to the 'tour' link in the top right, and another green arrow pointing from the bottom text box to the 'my stream' tile in the sidebar. A green arrow also points from the top right towards the 'tour' link.

My Site My Newsfeed My Content My Profile Lookout Return to HPOG Community Global Campaigns Find People

go to my communities search... settings tour

post

What are you working on?

add a tile

my stream

profile setup 100%

recommendations 3

notifications

people 7

subjects

communities 2

my stream

My Newsfeed

Stacia Thompson: Preparing for our 2nd Employer Roundtable Breakfast!!! SO EXCITED!!

about 22 hours ago Like Comment Follow-up More

Tressa Dorsey: That's great! I want to hear all about it. I know the last one was a great success, love you are using the momentum to keep the employers coming back. Strong work!

about 19 hours ago Like

Stacia Thompson: PPR finished, awaiting signature. So much easier with PRS

4 days ago Like Comment Follow-up More

Stan Koutstaal: I'm impressed. Way to go!

4 days ago Like

Stacia Thompson: With most of the data in PRS, it makes it an easy process, and making sure my staff keeps PRS updated helps tremendously!!

3 days ago Like

Blair Corcoran likes this.

Stan Koutstaal: Jan Yoshiwara of the Washington State Board for Community and Technical Colleges (SBCTC) was recently a part of a panel presentation about career pathways. One of the things that was striking to me was how #data and #evaluation seemed to strongly inform their decisions.

subjects

question

Jaime Ramirez asked a question: @LMHooker #[Training and Development] Testing Spotlight "expertise browser"- please respond to me when you see this- thanks- Jaime

20 days ago

Stacia Thompson: Just got off one Webinar, now on another #TechnicalAssistance

25 days ago

people

idea

Jaime Ramirez: Submitted an Idea Stories: Annual Meeting]: Partne

17 days ago Follow-up More

Cynthia McNair: Wonder McNair, Workforce Speci

10 days ago Like

idea

Jaime Ramirez: Submitted an Idea Stories: Annual Meeting]: Partne Story

17 days ago Follow-up More

Cynthia McNair: Great Jk Cynthia McNair, Workfor

10 days ago Like

Tressa Dorsey: Hey HPOGgers, h in checking out. It is about using outcomes.

Helpful Tip #1: Use these buttons to move windows left and right across you screen.



# 9. Lookout – Personal Dashboard (cont)

Lookout offers several key features to help you personalize the information you see, including:

- *Tiles* for different categories of information
- *Columns* with various content from news streams, people, subjects, communities and more
- The ability to *Post* and go directly to *Communities*

The screenshot displays the Lookout Personal Dashboard interface. At the top, a navigation bar includes links for 'My Site', 'My Newsfeed', 'My Content', 'My Profile', 'Lookout', 'Return to HPOG Community', 'Global Campaigns', and a 'Find People' search bar. The user's name, 'Jaime Ramirez', is in the top right corner. Below the navigation bar, the dashboard is organized into three main columns. The left column features a 'post' section with a text input field 'What are you working on?' and a list of tiles: 'add a tile', 'my stream', 'profile setup' (100%), 'recommendations' (3), 'notifications', 'people' (7), 'subjects', and 'communities' (2). The middle column, titled 'my stream', shows a 'My Newsfeed' dropdown and a list of posts from Stacia Thompson, Tressa Dorsey, and Stan Koutstaal. The right column contains two sections: 'subjects' with a 'question' tile from Jaime Ramirez and a post from Stacia Thompson, and 'people' with 'idea' tiles from Jaime Ramirez and Cynthia McNair. Green arrows point to the 'post' section, the 'my stream' section, the 'subjects' section, and the 'people' section.

# 10. Finding Community Expertise

In *My Site/My Newsfeed*, go to the *Expertise Search* area. Using the Expertise Search feature, you can find colleagues in the community that have various areas of expertise. You can search by Tag (key term) or by Person. In the example below, we entered the tag “program requirements” and three names were returned in the search.

gns | Find People | ? J.

ng sure my staff keeps PRS updated

illeges (SBCTC) was recently a part of #data and #evaluation seemed to

better job but only 15% were actually

ely to have net earnings gains of \$9000. get college credit and nine times more

### Expertise Search

Search by tag | Search by person

Enter up to two tags to view and compare the score highest for those tags.

program requirements

Search

#### People who match

Strongest matches at top. Select up to three people to compare by their top areas of expertise.

Compare

- ☒ Blair Corcoran
- ☒ Stan Koutstaal
- ☒ David Camporeale

#### Comparison by Top Areas of Expertise

Blair Corcoran	Stan Koutstaal	David Camporeale
1) HPOG	1) evaluation	1) Grantee Best Practices
2) Non-Competes	2) budget changes	2) Non-Competes
3) HPOG web site functionality	3) program changes	3) Performance Progress Reports or Semi-Annual PPRs
4) Grantee Best Practices	4) program requirements	4) program changes
5) technical assistance	5) technical assistance	5) program requirements
6) program requirements	6) 49202614	6) technical assistance
7) program changes	7) Music	7) Non-Competing Continuation Applications
8) HPOGSocialMediaWebinar	8) Outdoor sports and recreation	8) HPOG
9) announcements	9) internship	
10) webinar	10) CareerPathways	
11) TechnicalAssistance	11) data	
12) CareerPathways	12) webinar	

Helpful Tip #1: Click on the name of a colleague in this window to go directly to their Profile.

Next, check the box next to each name and click the **compare** button to view the expertise for each person side by side in a separate window. You will see the expertise of “program requirements” and more in the search results for each person.

# 10. Finding Community Expertise (cont)

In *My Site/My Newsfeed*, scroll to the very bottom of the page to the *Spotlight Expertise Browser* area. In this area you will see the 50 highest scoring tags (key terms) in the community, organized in alphabetical order, and sized with a larger font size for higher scores and smaller font size for lower scores. Click on the tag you are interested in.

The screenshot displays the HPOG community interface. At the top is a navigation bar with links: My Site, My Newsfeed, My Content, My Profile, Lookout, Return to HPOG Community, and Global Campaigns. Below this is a post from Mary Hayes about Wednesday's Success Stories and Promising Practices, followed by a post from Kim Stupica-Dobbs about a webinar. A green arrow points from the text above to the 'Spotlight Expertise Browser (HTML)' section at the bottom of the page. This section lists 50 tags, with 'marketing and outreach' being the largest and most prominent. A green arrow points from this tag to a separate window on the right. This window shows a network of community members associated with the tag: Linda Weber, Charles Thompson, Steven Langer, and John House. Each member has a mini profile card. John House's card is highlighted, showing his work phone number, a list of common colleagues, and links to send an email or ask a question. A green arrow points from the text below to this mini profile card.

My Site My Newsfeed My Content My Profile Lookout Return to HPOG Community Global Campaigns

Thanks!  
20 days ago Like

**Mary Hayes:** What would everyone like to learn at Wednesday's Success Stories and Promising Practices?  
@[Assessment, Academic Advising and Academic Support] @[Education and Training] @[Employment and Training] @[Case Manager Community] @[Evaluation] @[Job Developer Community] @[Program Director Community] @[Services]  
22 days ago Like Comment Follow-up More

**Kim Stupica-Dobbs:** I'm excited that there will be a grantee on the webinar explaining how the HPOG program!  
20 days ago Like

more

Spotlight Expertise Browser (HTML)

49202614 adult education announcements  
business process improvement Career Pathways CareerPath  
case management Coaching Cohorts designing career and support  
Employer Relations and Job Development evaluation Grantee  
graphic design HPOG HPOG web site functionality  
HPOGSocialMediaWebinar  
marketing and outreach  
Non-Competing Continuation Application  
Organizational Development Performance

marketing and outreach

Linda Weber

Charles Thompson

Steven Langer

**John House**  
Work phone: 0  
Ask Me About: marketing and outreach, designing career and support  
About me: I'm the Director of CATCH (Creating Access to Care...)  
21 common colleagues  
Send an email  
Ask John House a question about marketing and outreach

In this example we clicked on the tag "marketing and outreach". The results display within a separate window with an array of multiple community members that have that expertise. When you place your mouse cursor over a person's name, a mini profile card pops up and provides a snapshot of information about the person. You can click on links within the mini profile card to access a person's profile, ask them a question and more.

# 10. Finding Community Expertise (cont)

**Updating areas of expertise in your profile.** The Expertise Search feature uses information from your profile as areas of expertise. Go to *My Profile > Edit My Profile* to update your profile areas of expertise using the following fields: *Ask Me About*, *Skills* and *Interests*. See the example below.

Ask Me About:

OrganizationEffectiveness; Training; TechnicalAssistance;

Update your "Ask Me About" with topics you can help people with, such as your responsibilities or areas of expertise.

Skills:

TechnicalAssistance; OrganizationEffectiveness; Training;

Include skills used to perform your job or previous projects.  
(e.g. C++, Public Speaking, Design)

Interests:

TechnicalAssistance;

Share personal and business related interests. We will help you keep in touch with activities related to these interests through events in your newsfeed.

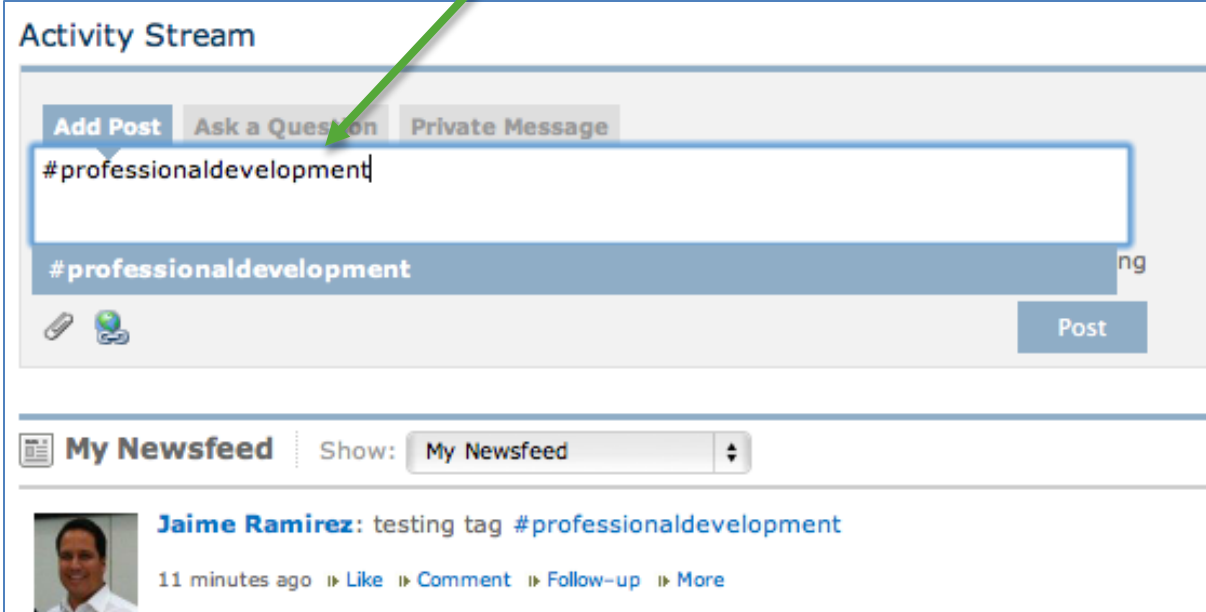
## Sample List of Key Terms for Expertise:

- AdultEducation
- CareerPathways
- CaseManagement
- JobDevelopment
- ProgramEvaluation
- PublicSpeaking
- TechnicalAssistance
- Training

**Helpful Tip #1:** Use standard industry terms that apply to your areas of expertise, such as #ProgramEvaluation, with no spaces in between words– this creates consistency in terms and phrases that are tagged within the system, making it easier for members to find areas of expertise. See the “Sample List of Key Terms for Expertise” as a reference.

# 10. Finding Community Expertise (cont)

The Expertise Search feature also uses information from Activity Stream posts that are tagged and captured as areas of expertise for a search. When posting in your Activity Stream or within a community, use a **hash tag (#)** and type key terms with no spaces in between words. This will ensure areas of expertise from posts are properly captured in a search for expertise. See the example below “#professionaldevelopment”.



The screenshot shows a social media interface titled "Activity Stream". At the top, there are three buttons: "Add Post", "Ask a Question", and "Private Message". Below these is a text input field containing the text "#professionaldevelopment". A blue suggestion bar appears below the input field, displaying "#professionaldevelopment" followed by a partial "ng". To the right of the suggestion bar is a "Post" button. Below the input field are icons for attaching files and a globe. At the bottom of the interface, there is a section titled "My Newsfeed" with a "Show:" dropdown menu set to "My Newsfeed". Below this, a post by "Jaime Ramirez" is visible, with the text "testing tag #professionaldevelopment". The post includes a timestamp "11 minutes ago" and links for "Like", "Comment", "Follow-up", and "More". A green arrow points from the text in the green box above to the "Ask a Question" button and the text input field.



# 11. Receiving/Awarding Badges and Recognition

In *My Profile* you can view several recognition features about yourself and others, including:

- *Earned Badges* tells you the badges that you have earned so far
- *Available Badges* tells you the badges that you are on your way to earning
- *Earned Kudos Badges* tells you the badges that another colleague may have awarded you
- *Leader Board* tells you the names of colleagues who are in the lead with earning certain badges, with highest scores starting at the top
- *Available Badges* and *Leader Board* can also be viewed at *My Site/My Newsfeed*
- Note: all of the badges and scoring (except for Kudos Badges) are automatically generated by the system and are meant to be an encouragement to community members to participate and stay active on the site– this facilitates information sharing in the community!

## Earned Badges



Collaborator - For following a large number of communities

## Available Badges



Connector - For having declared a large number of users as your colleague.



Well Followed - For having been declared a colleague by a large number of users.



## Earned Kudos Badges



John Doe has given you kudos:  
Job Well Done

## Leader Board

Badge: **Connector**



For having declared a large number of users as your colleague.

### Leaders



Stacia Thompson (Score: 57)



Tressa Dorsey (Score: 50)



Kim Stupica-Dobbs (Score: 25)



Linda Metchikoff-Hooker (Score: 17)



Brian Holland (Score: 9)



Brian Jones (Score: 9)



Denise Donnahoo (Score: 9)



Marilyn Silver (Score: 9)



Russ Moxley (Score: 9)

# 11. Receiving/Awarding Badges and Recognition (cont)

Go to a colleague's *Profile, Overview* section, *Kudos* area and you can use the Kudos feature to award kudos badges to that colleague. Kudos can be given for any reason, but it is recommended that you recognize colleagues for their contribution to the HPOG Community in some way. In the example below, we selected the star badge and recognized them for a significant contribution to the community. This colleague will soon see the badge arrive in their activity stream and in their profile Earned Kudos Badges area.

Kudos

Give Kudos to Linda Metchikoff-Hooker

Choose an icon to display with your kudos:










What would you like to say to the recipient? You should not enter information you wish to keep private.

Thank you for your significant contributions and information-sharing on the Social Media Tools site! Very helpful!

1786 characters remaining

Give Kudos

Earned Kudos Badges



Jaime Ramirez has given you kudos:

Thank you for your significant contributions and information-sharing on the Social Media Tools site! Very helpful!

Helpful Tip #1: Select from multiple badge icons and type in the text message you want included in the award.



# 12. Installing and Using the PC Desktop Application

You can install and use the PC Desktop Application to quickly access core site features from the desktop of your computer to help you get connected quickly and facilitate ongoing participation on the Social Media Tools site. The tool includes many of the features from your activity stream, including newsfeeds, posts, questions, and private message features.



- 1) You must have Windows operating system 7, Vista, XP, or 8 installed on your PC (note: this application is not available for Mac computers at this time).
- 2) Download and install the Desktop Application program file [NewsGator Social Sites 2010 Desktop v3.0](#) (click link here); the file is also located in the [HPOG User Support Community](#).
- 3) Once you have downloaded the file, click to open the "Setup" file. Follow the instructions and on-screen prompts to install the application, including downloading/installation of Microsoft .Net Framework 4 if you do not have this installed already.
- 4) Launch the Social Sites 2010 application using the program icon now on your desktop or from your windows application menu. In the launch window do the following:
  - Uncheck "Use system credentials"
  - Enter <http://hpogcommunity.acf.hhs.gov> in "Social Sites Server Address"
  - Enter hpog for "Domain"
  - Enter your Social Media Tools username in "Login"; example "JDoe" (note: do not include HPOG\)
  - Enter your Social Media Tools password in "Password"
  - Click "Connect"
- 5) For more information on installing and using the Desktop Application, download and review the [Desktop Application User Guide](#) located at the Social Media Tools Site in the [HPOG User Support Community](#).

# 13. Attach a File and Share Link

You can now attach a file in *My Newsfeed* or in a Community news stream and share the link in a post. This is a great way to share information with other colleagues! Simply click on the *paperclip icon*, click *choose file* to find the document you want to share, then click *Post*. The file name and link will now appear in your newsfeed post for others to access.

The screenshot displays the 'My Newsfeed' interface. At the top, a navigation bar includes links for 'My Site', 'My Newsfeed', 'My Content', 'My Profile', 'Lookout', 'Return to HPOG Community', and 'Global Campaigns', along with a 'Find People' search bar. The main section is titled 'Activity Stream' and contains a post creation form with tabs for 'Add Post', 'Ask a Question', and 'Private Message'. The text input field contains 'What are you working on?' and shows '1873 characters remaining'. Below the text field is an 'Attach File' dialog box with a 'Choose File' button and the text 'no file selected'. A green arrow points from the text 'click on the paperclip icon' to the paperclip icon at the bottom left of the post creation area. Another green arrow points from the text 'click choose file' to the 'Choose File' button in the 'Attach File' dialog. A third green arrow points from the text 'click Post' to the 'Post' button at the bottom right of the post creation area. Below the post creation form, there are links for 'Edit Subscriptions', 'Edit News Interests', and 'Edit Settings'. The 'My Newsfeed' section shows a post by 'Jaime Ramirez' with the text 'Uploaded file HPOG Social Media – shared document sample\_2012-10-24\_20-42-57.docx in hpog\jramirez Shared Documents: Testing attach file feature' and a timestamp 'less than a minute ago'. The post also includes links for 'Like', 'Comment', 'Follow-up', and 'More'.

**Coming Soon:  
the Mobile Application  
for  
Social Media Tools!**

# 14. User Support

If you require assistance with the Social Media Tools site, please contact [HPOGsupport@pep8a.com](mailto:HPOGsupport@pep8a.com) for support.

Stay tuned for communications and updates to this user guide as additional social media features are made available.

Thank You!